



**FOR IMMEDIATE RELEASE:**

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**UNITED WAY OF GREATER ROCHESTER APPOINTS CHIEF OPERATING OFFICER**

**Rochester, NY** – United Way of Greater Rochester has named Cicely Strickland Chief Operating Officer. Strickland has worked for the organization for more than six years, serving in leadership roles as Director of Development and Chief Development Officer.

“We have seen tremendous successes at United Way thanks to Cicely’s leadership,” said Fran Weisberg, President and CEO of United Way of Greater Rochester. “She has helped us increase campaign donations, develop a new strategic plan and implement a mission, vision, values and brand for our organization, and we’re excited for her to take on this new role.”

Strickland will be responsible for operational leadership and execution of the organization’s new strategic plan, now in year two of implementation. This position is also responsible for planning, development, implementation and evaluation of key business and performance goals, strategic planning, programs, policies and organizational culture.

Strickland is a graduate of Roberts Wesleyan College and has returned to the school to earn her master’s degree in Strategic Leadership, scheduled to complete this December. In addition, Strickland is a part of United Way Worldwide’s Advanced Leadership Program to develop and enhance leadership skills.

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For more information about United Way of Greater Rochester, including a full list of staff members, visit [uwrochester.org](http://uwrochester.org).

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*United Way of Greater Rochester's mission is to unite the good will and resources of the Greater Rochester community so that everyone can thrive. We invest in solutions, make lasting connections and serve our community. United Way is a four-star rated Charity Navigator charity and a Better Business Bureau Accredited Charity. Please visit us online at [uwrochester.org](http://uwrochester.org).*